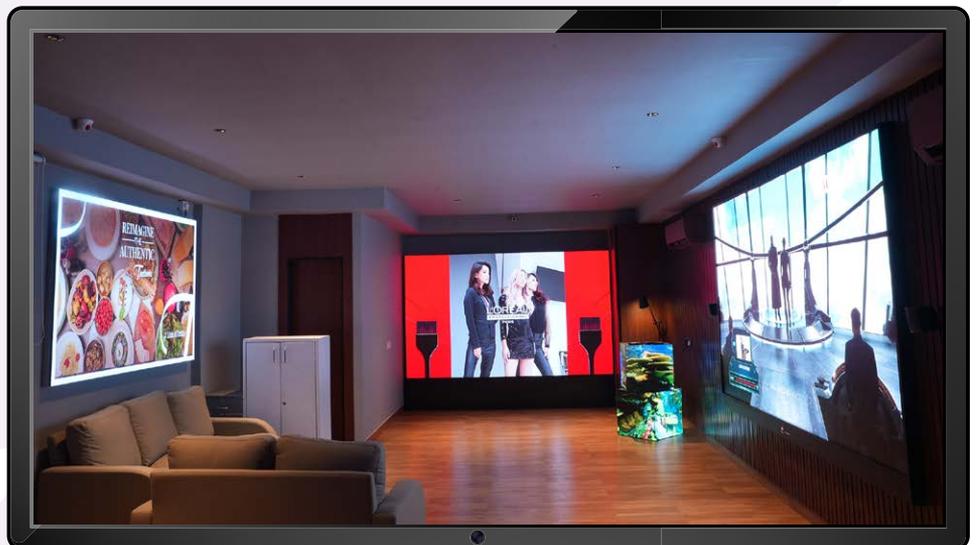


EverGlow LED Experience Centre Opens Doors in Mumbai, India

*Ushering the 'new age of visual communication', EverGlow LED has been at the forefront of LED display technology and LED display solutions in India. Conceptualized, designed, manufactured in more than 16000+ sq. ft. of factory space, EverGlow LED's LED offerings range from Indoor and Outdoor LED Display to Small Pitch LED Display and Creative LED Display to Transparent LED Display. With such innovation in LED display to offer to its customers, EverGlow recently opened a LED Experience Centre in Mumbai, India. **Inderjit Kataria**, Founder and CEO, EverGlow, **Ansh Ahuja**, Director, EverGlow, **Manmeet Singh**, Director, EverGlow step into a conversation with AV-ICN magazine to reveal more about the what the LED Experience Centre is poised to deliver to its clientele.*

EverGlow LED, a company defining the new age of visual communication with more than 15 years of experience in providing LED display solutions, launched the **LED Experience Centre** in Mumbai in April 2023. The new experience centre, located in SagarTech Plaza, Saki Naka, Andheri East, aims to provide world-class experience to the visitors with advanced indoor and outdoor LED display systems.

Commenting on the launch of the new experience centre, **Inderjit Kataria**, Founder and CEO, EverGlow, enthusiastically states, "With EverGlow expanding rapidly, we have introduced our new experience centre for the ease of our customers and clients to visit and get a realistic experience of our products. The experience center helps us to keep showcasing our new product launches in this rapidly growing market. Architects, AVSIs, consultants, as well as corporates can have a hands-on experience by visiting our Experience Centre."



As visitors enter the EverGlow LED Experience Centre, they witness some of the most essential products of the centre, namely, P2.5 Indoor Front Service, Size - 8x4 Ft, P3 Indoor, Size - 9x6ft, Cube Screen - Size -2 x2 ft, COB P1.5 indoor 135"



The EverGlow LED Experience Centre's highlight product is the COB P1.5 INDOOR LED SCREEN, SIZE - 135". Sizes available - 108", 135", 163", and 216"

The Experience Centre showcases several latest product categories for clients looking to expand their LED experience. "We are showcasing a variety of different categories of Indoor and Outdoor LED screens such as P1.5 (COB), P2.5 Indoor, P4 Outdoor, Transparent screen, Pixel Mesh screen, Cube Screen, Circular Screen, and Special Shape Screens. Our Outdoor Model LED Screens are available from 4000 to 14000 Nits Brightness," states **Ansh Ahuja**, Director, EverGlow. "The aforementioned categories cater to Indoor, Outdoor, DOOH, Retail, Hospitality, Devotional, Educational institutes, Universities, Corporates, Home Theatre, XR for Studios, and more."

Product Focus at LED Experience Centre

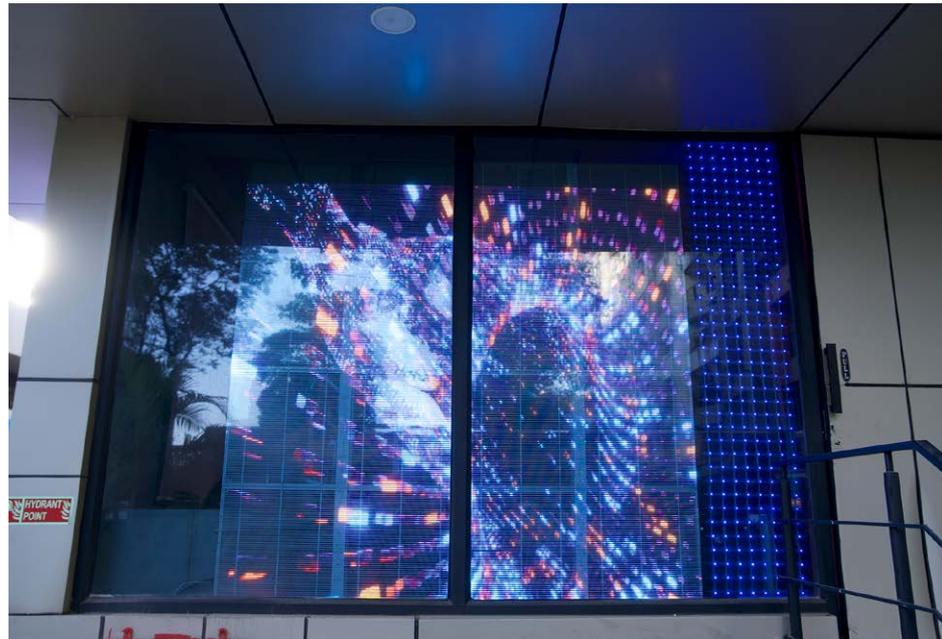
The EverGlow LED Experience Centre's highlight product is the **COB P1.5 INDOOR LED SCREEN, SIZE - 135"**. Available in sizes 108", 135", 163", and 216".

Emphasizing on the product in the spotlight at the EverGlow LED Experience Centre, Ahuja, states, "One of our USP product is the P1.5 (COB) indoor screen, being the latest in the industry offering high contrast, higher sharpness, wider viewing angle. It is available in sizes of 136", 165", and 216" in **P0.4, P0.6, P0.9, P1.2, and P1.5**. We also have on display special shape screens making the visitor understand the flexibilities we can offer."

Edging the current competition with confidence, the EverGlow LED Experience Centre provides an authentic LED viewing experience to the clients with the 'Make in India' practice. "Post Covid-19, we have expanded our 3000 sq. ft., assembly unit to a 10000 sq. ft. manufacturing unit in Vasai, producing almost 60% of the components in India and soon will be reaching our goal of 100% production. This will help us deliver the product in a much shorter time frame," says **Manmeet Singh**, Director, EverGlow. "Some of our major installs include 80 screens at the Balaji Temple in Tirupati, AIG Hospital in Hyderabad, Hotel Taj President in Mumbai, Coimbatore Airport, various locations of Mumbai Metro for TIMES OOH, Decathlon stores pan India, and more."

EverGlow Experience Centre Roadmap for LED in India

The EverGlow LED Experience Centre enables the company to deliver an unparalleled experience to the visitors with hands-on demonstration of the products and their key features in detail. Singh says, "It helps in representing a premium standard of personal contact and critical visual opportunities." Strategizing the roadmap for LED in India, Kataria concludes, "If you see, the purchasing power is increasing rapidly in India even after the pandemic, which gives a positive outlook for businesses overall."



Transparent P3.91 Indoor & Outdoor, Size - 7x7ft

Moreover, India is inclined to digitalize in every manner it can, and LED screens is a big part of the upcoming transformation. The experience centre will help us strengthen our progress to grow as the trust of the customer develops while understanding the product which is in front of them rather than online or just by explanation - that could be much more helpful."

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